

# Quality Growth —

*Better Choices for Our Communities*



**Georgia Quality Growth Partnership**

# Quality Growth is on a roll across the nation



# Public Support is Rising for Quality Growth

- **73% of the 113 ballot** measures for parks and open space preservation passed in 2001, generating \$905 million to save land from sprawl
- **Transit use has grown 21%**, while driving has increased only 11%, in the last 5 years
- **More than 1,000 bills** aimed at reforming land use regulations were introduced in state legislatures nationwide in 1999
- **11 states** have created statewide growth related commissions, since 1997

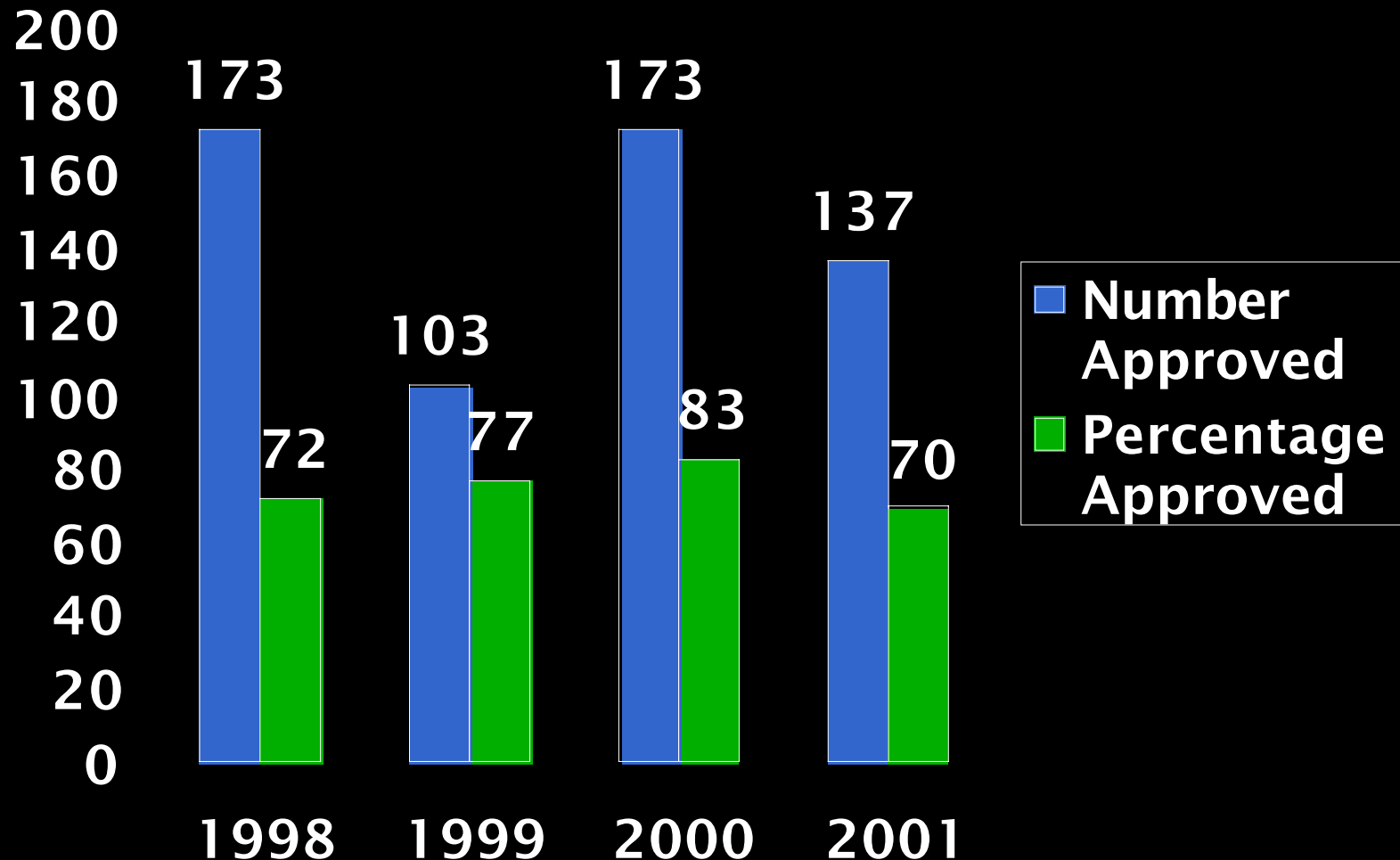
# People Care about How Communities Grow

*Smart Growth America Poll, October 2000*

Do You Favor:	Yes
Requiring All New Housing to have 15% Affordable Homes?	66%
Providing Tax & Loan Incentives to Revitalize Communities?	81%
Increasing Local Coordination on Growth?	85%
Funding Priority to Existing Communities?	81%
Establishing Zones for Green Space & Forests?	83%

# Voters Want to Conserve Land

*Open Space Ballot Measures 1998-2001*



# Many Others are Supporting Quality Growth

*Organizations that have adopted  
Quality Growth principles include:*

- National Association of Counties
- National Governors' Association
- Smart Growth Network
- National Association of Realtors
- National Trust for Historic Preservation
- American Farmland Trust
- And many more



# What is Quality Growth?

Quality growth is well-planned development that protects open space and farmland, revitalizes communities, keeps housing affordable and provides more transportation choices.



# What Quality Growth Is And *Is Not*

More transportation choices  
and less traffic

**Not** against cars and roads

Vibrant cities, suburbs  
and towns

**Not** anti-suburban

Wider variety of housing choices

**Not** about telling people  
where or how to live

Well-planned growth that  
improves quality of life

**Not** against growth



# What is Quality Growth?



## *Features of Quality Growth*

### **Clear Boundaries**





## *Features of Quality Growth*

# Compact Development



## *Features of Quality Growth*

### **Porches, Rear Garages, On-Street Parking**





## *Features of Quality Growth*

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**Newer Development Matches Older Neighborhoods: Densities, Housing Types and Styles, Street Layouts**



## *Features of Quality Growth*

# Infill Development





## *Features of Quality Growth*

# Environmental Protection



# *Features of Quality Growth*

## Mixed Uses





## *Features of Quality Growth*

### **Higher Intensity Along Major Roads**



## *Features of Quality Growth*

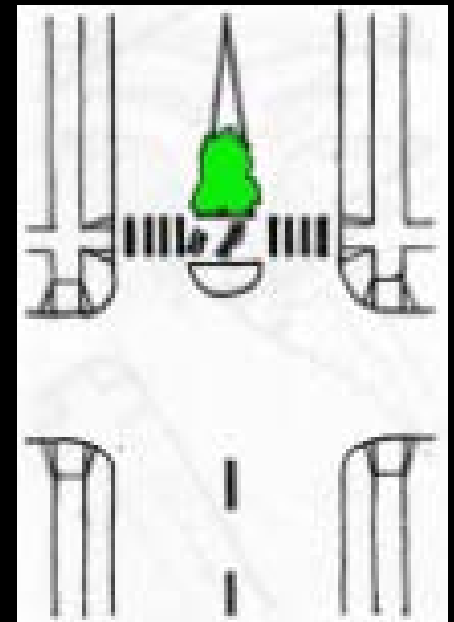
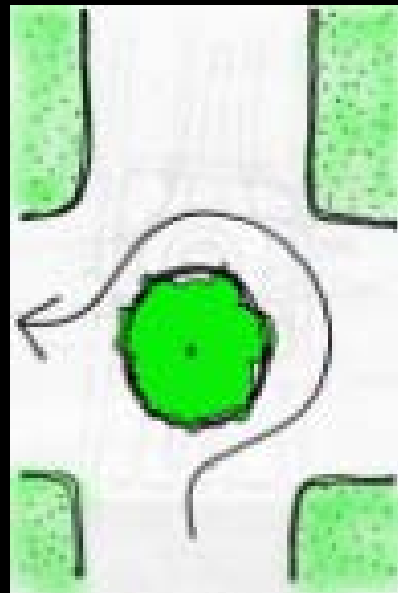
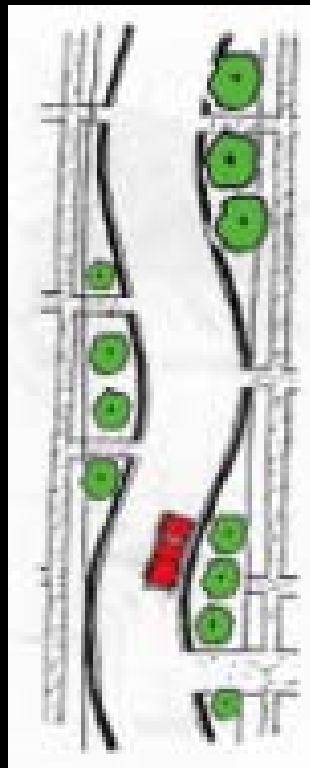
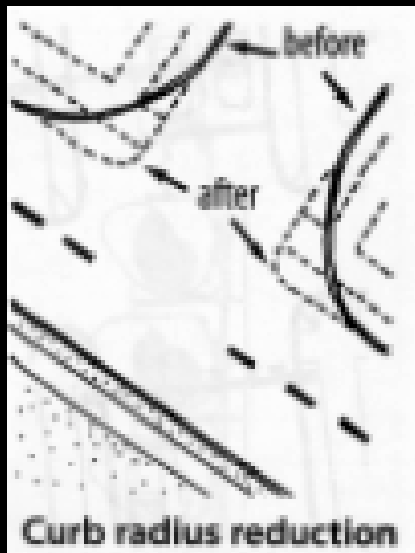
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### **Commercial Development: Near Street, Parking in Rear**



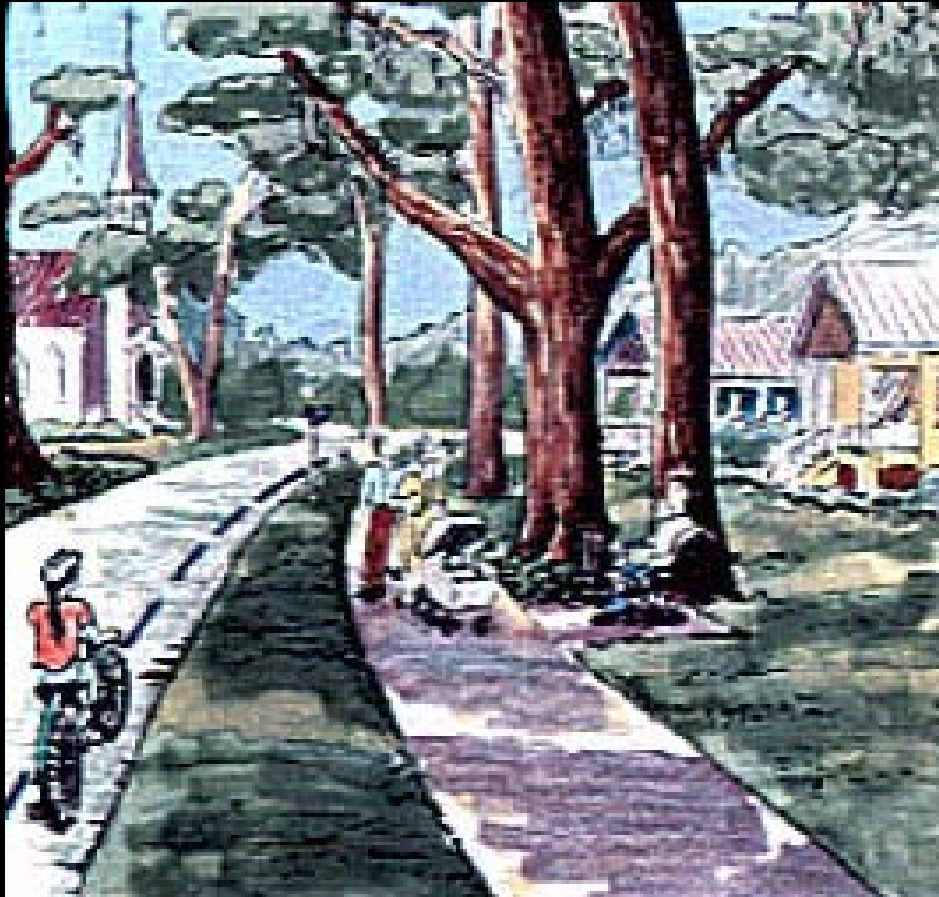
# *Features of Quality Growth*

## Traffic Calming



## *Features of Quality Growth*

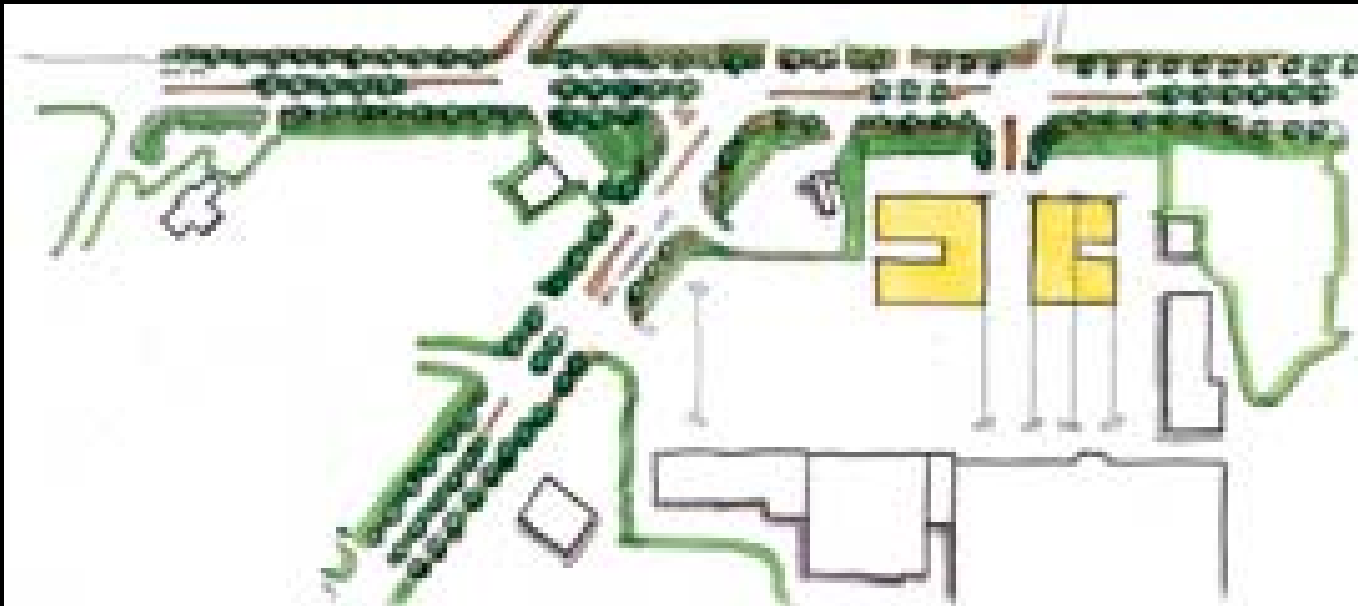
### **Sidewalks and Bikeways**





## *Features of Quality Growth*

# Retrofit of Older Strip Commercial



## *Features of Quality Growth*

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# Schools and Playgrounds are Neighborhood Focal Points



## *Features of Quality Growth*

### **Major Employers Located in Town**





# *Features of Quality Growth*

## Activity Centers



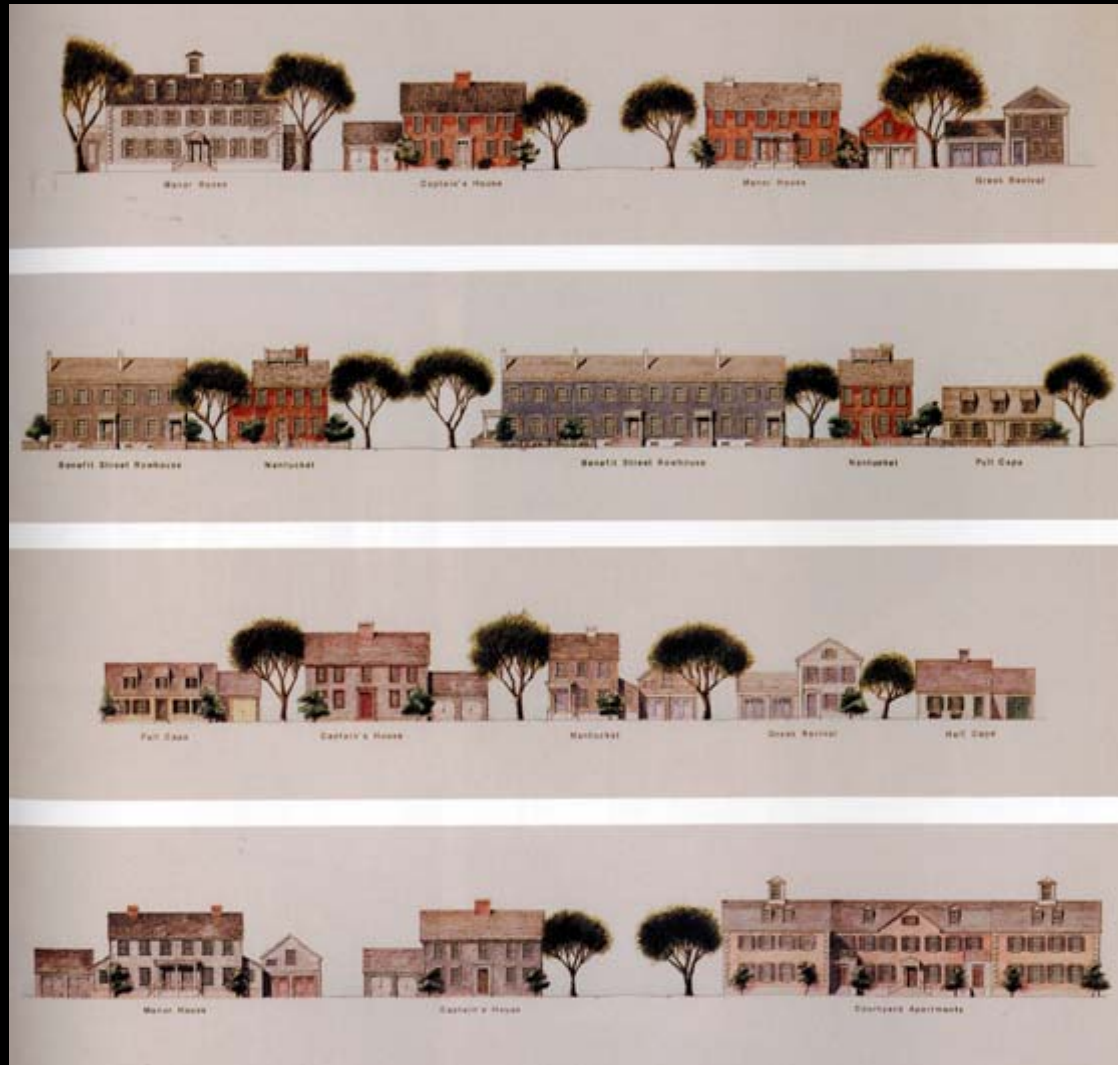
# *Features of Quality Growth*

## Street Trees



# *Features of Quality Growth*

## Housing Diversity





# Why Does Quality Growth Work Better?

## **Environment**

Consumes less land and water, causes less pollution, and preserves farms and wildlife habitats

## **Economy**

Succeeds economically and attracts businesses and a skilled workforce

## **Equity**

Creates more choices in transportation, affordable housing, and jobs for all residents

## **Engagement**

Encourages greater participation in community planning and civic life

# Why Do People Prefer Quality Growth?

In the larger communities, sprawl generates more traffic, longer trips and more dependence on automobiles.



# We're Driving Ourselves Crazy

Number of miles we drive

25% increase in last 10 years

Time we spend in traffic

236% increase since 1982

Money lost in time and fuel

\$78 billion in 2000

# Why Do People Prefer Quality Growth?

Current development patterns provide few options for pedestrians and cyclists.



# Why Do People Prefer Quality Growth?

Quality Growth provides safe places to walk, bicycle and tricycle.



# Why Do People Prefer Quality Growth?

Unmanaged development destroys farmland.

Between 1982-1992, the  
U.S. lost an average of

45.7 acres

of farmland per hour,  
every day

4,000,000 acres in total



# Why Do People Prefer Quality Growth?

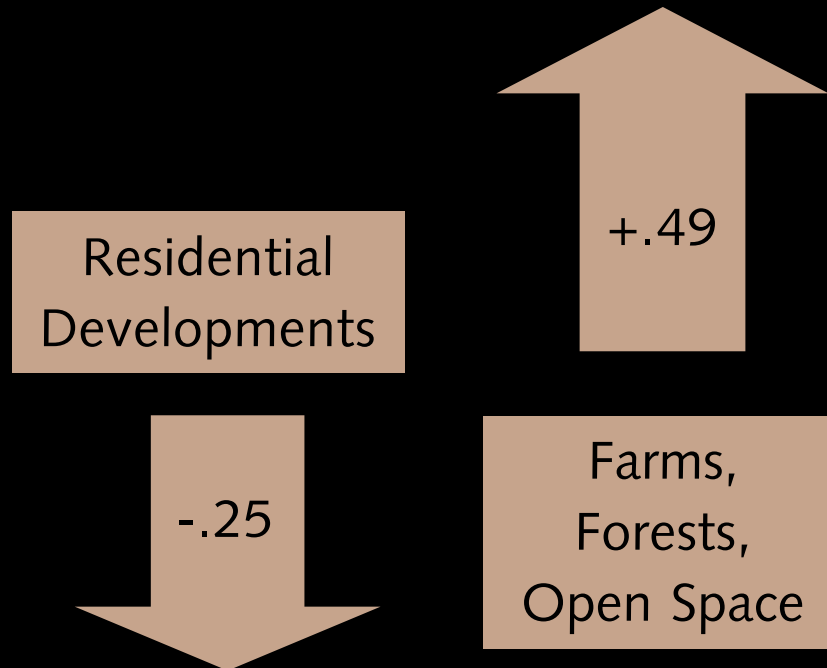
Typical developments consume open space.



# Why Do People Prefer Quality Growth?

Returns to community per dollar spent.

Poorly planned development costs  
tax payers more money.



# Why Do People Prefer Quality Growth?

Quality Growth costs less.

Roads	25% less
Utilities	15% less
Schools	5% less

# Why Do People Prefer Quality Growth?

New development can take resources away from our communities.





# Principles Of Quality Growth

- Heritage Preservation
- Sense of Place
- Environmental Protection
- Growth Preparedness
- Infill Development
- Local Self-Determination
- Educational Opportunities
- Housing Opportunities
- Regional Cooperation
- Shared Solutions
- Traditional Neighborhoods
- Open Space Preservation
- Transportation Alternatives
- Employment Options
- Regional Identity
- Appropriate Businesses

# How Do We Make Quality Growth Happen?

- Quality Growth best practices and tools available at [www.georgiaqualitygrowth.com](http://www.georgiaqualitygrowth.com)
- Technical and Financial assistance available  
(see *Quality Growth Assistance Menu*)
- Involve local stakeholders in developing a vision for the community's future
  - Use a resource team or similar community visualization exercise
  - Consider examples of other successful communities
- Develop step-by-step action plan for implementing quality growth in your community

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